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COLE'S Superb Perennials



The Dazzler. A new, brilliant red Gaillardia, double the size of the old type. Blooms all summer. 25 cts. each; 60 cts. for 3.

Portola Hybrids. A superb strain of mixed colors and types; about as large as The Dazzler. 25 cts. each; 60 cts. for 3.



Primroses (Primula), Improved Munstead Giants. Separate colors, Red, Yellow, and Cream. Special, 20 cts. each (value 30 cts. each); 50 cts. for 3.

COLE'S Special Delphiniums

An unusually tall-growing strain with long spikes of flowers, exquisitely colored and shaded, containing a large percentage of doubles. 35 cts. each; 90 cts. for 3.

Other Varieties of Delphinium

Blackmore & Langdon Hybrids. 25 cts. each; 60 cts. for 3.

Belladonna. Sky-blue. 20 cts. each; 50 cts. for 3.

Bellamossum. Dark blue. 20 cts. each; 50 cts. for 3.



GOLD-BAND LILY



REGAL LILY

THREE Splendid LILIES

The "Glory of the Lily" has long been extolled and little more need be said of its enchanting fragrance and splendor, except that in these offerings you may be sure of hardy, satisfactory varieties for this rigorous climate.

Gold-Band Lily. 3 to 5 ft. July to Sept. 35 cts. each; 90 cts. for 3.

Regal Lily. 3 to 5 ft. June, July. 25 cts. each; 60 cts. for 3.

Coral Lily. 1½ to 2 ft. June. 25 cts. each; 60 cts. for 3.

"Splendid" Lily Collection: 3 Lilies (1 each as pictured) for 75 cts.; 6 Lilies (2 of each) for \$1.40; 12 for \$2.60.

Henry Lily. New. Bright orange-yellow. 4 to 8 ft. Aug., Sept. 35 cts. each; 90 cts. for 3.

Magnificum Lily. Large; rosy pink. 3 to 4 ft. Aug., Sept. 35 cts. each; 90 cts. for 3.

Double Tiger Lily. Orange-scarlet. 5 ft. Aug., Sept. 35 cts. each; 90 cts. for 3.

Orange-Cup Lily (L. umbellatum). Orange, shaded red. 2 ft. June. 35 cts. each; 90 cts. for 3.

Buy Cole's Large Lily Bulbs for Satisfactory Large Blooms



Advice or estimates will be gladly given upon request. Cole's "How to Make Things Grow" is free. Ask for your copy.

KOREA

Land of Enchantment

A 1935 Introduction

Without question the greatest new creation in the perennial world. Korean Chrysanthemums are perfectly hardy, a requisite for satisfaction lacking in the old types; they are easier to grow and are more profuse in blooming. The lovely pastel shades defy description. Wonderful for table decoration and compelling for color effect in the garden.

- (1) **Apollo.** Bronze, red, and gold.
- (2) **Diana.** Lilac-rose and salmon.
- (3) **Ceres.** Chamois-yellow and coppery gold.
- (4) **Mars.** Deep amaranth-red.
- (5) **Mercury.** Coppery bronze and red. U. S. Plant Patent No. 58. Propagation rights reserved.
- (6) **Daphne.** Lovely daphne-pink.

All Korean Chrysanthemums
50 cts. each. One each of
above for \$2.50

Limited supply. Place your order at once and be certain of having one of the first plantings of these Garden Jewels. We will ship at proper planting season.

OHIO SALES TAX

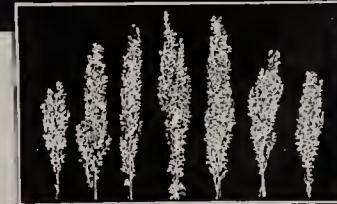
For Ohio Customers Only

This law requires that the customer pay the exact amount of the Sales Tax; therefore kindly include in your remittance the prescribed amount.

On purchases amounting from 9 to 40 cts., tax 1 ct.; 41 to 70 cts., tax 2 cts.; 71 cts. to \$1.08, tax 3 cts., and so on at the same rate per dollar of purchase.



12.7 A Scientific Triumph! TRUEHEDGE COLUMNBERRY



U. S. Plant Patent No. 110

Actual picture of 2-yr., 18-inch branches showing unique branchlet character. Note that every tiny, weak lateral is perfectly erect

resisting, and rust-immune. Will displace tender bygone hedging.

Forms individual "Accent Spires" and trimmed shapes resembling boxwood.

The true variety, "Truehedge Columnberry," is protected by U. S. Plant Patent No. 110, owned by The Cole Nursery Company. Every genuine plant bears our special stained label marked with Name, Patent Notice, and Number.

For immediate effect, plant small sizes 10 inches apart; large sizes 12 inches apart.

Small grades make a regular "Box Edging" immediately when planted.

Larger grades make finished sizable hedges immediately.

Prices for Truehedge Columnberry

	Each	5	25
9 to 12 in.	\$0.40	\$1.50	\$6.25
12 to 15 in.	50	2.00	8.75
15 to 18 in.	60	2.50	11.25
1½ to 2 ft.	80	3.50	15.00
2 to 2½ ft.	100	4.50	20.00

Use the larger grades if you wish to develop trimmed sentinels, boxes, spires, and accent specimens.

Be the first in your neighborhood to possess this gem
Special "Truehedge" Folder on request



THE COLE NURSERY CO.
PAINESVILLE · OHIO

See Opposite Side for Address of Your Nearest Display and Sales Garden

COLE'S Northern-Grown ROSES

Roses are planted primarily for their beauty of bloom. If you are going to have Roses in your garden, you should know what Rose plants thrive under conditions peculiar to your locality and secure only those plants that will succeed. This is possible only when they have been tested and grown under such conditions. Cole's Roses are northern tested and grown.

COLE'S "Extra Grade" Roses are "Guaranteed to Grow." All that is required is that you report any loss, returning receipted order previous to August 1 following date of purchase. Replacement will gladly be made during the next planting season.

COLE'S "A Grade" Roses Are As Fine As Most "First Grade" Roses

COLE'S EVERBLOOMING ROSES

(NOT PICTURED) Extra Grade COLE'S Guaranteed "A" Grade

	Each	Each
Betty Uprichard. Coppery crimson.	\$0.75	\$0.50
Charles P. Kilham. Coral-red and orange.	90	60
E. G. Hill. Enormous; red; double.	90	60
Jules Gaujard. Cochineal-crimson.	75	50
Leonard Barron. Salmon and copper.	1.00	70
Margaret McGredy. Orange-scarlet.	75	50
Mari Dot. Rich mandarin-orange.	90	60
Mariette. Scarlet, veined orange and yellow.	90	60
Miss Rosalie. The most deep pink.	75	50
Mrs. Henry Morse. Dusky-pink, golden undertone.	75	50
Mrs. Sam McGredy. Scarlet-copper and orange.	1.00	70
Radiance. Most popular pink.	75	50
Roslyn. New. Yellow, orange shading.	90	60
Talisman. Apricot, gold, and scarlet-orange.	75	50
Thomas A. Edison. Two-toned pink.	1.00	70
Ville de Paris. Clear yellow.	75	50

PATENTED ROSES and Roses of every nature and description can be supplied on request. Information and prices gladly given.

BLAZE
U. S. Plant
Patent No. 10

\$1.50 each,
guaranteed

NEW DAWN
U. S. Plant Patent No. 1. New Everblooming Climber. Like Dr. W. Van Fleet. Wonderful for cutting
\$1.50 each, guaranteed



COLE'S "Latest Creations" COLLECTION

The very finest Collection of Roses we have ever assembled:

EIGHT (8)
ROSES Nos. 1 to 8
inclusive as illustrated

Cole's Extra-Grade
value . . . \$7.70

For only . . . \$6.00

Cole's "A" Grade
value . . . \$5.30

For only . . . \$4.00

COLE'S 1935 Friendship Rose Offer

Select any three (3) Roses listed (except patented varieties) and deduct 25c. from total value; Six (6) Roses deduct 50c.; Twelve (12) Roses deduct \$1; etc.

Nowhere can Roses of such quality be purchased at lower prices

COLE'S Evergreens

Evergreens give a feeling of richness to the home landscape. This is especially true during the winter months when the ground is covered with snow and when other shrubs and trees have lost their foliage. Evergreens are so very definite in their habit of growth, too, that every specimen counts very distinctly. Therefore, they should be selected and planted with great care, at the same time being sure to secure plants that have been well grown in the nursery.

We are constantly root-pruning, transplanting, shearing, and spraying our large acreage of Evergreens. We have given much study, over a period of fifty years, to the proper growing of Evergreens so that you may be assured of pleasing success.

Being unable to list all of our many varieties and sizes in this Folder, we invite you to inspect our blocks, and perhaps a mailing Evergreen Catalogue. Many of our evergreen varieties of these varieties are on display. Here you will see plants of every description and size from the small trailing Juniper to the lofty Pine—trees to fit into difficult landscape schemes and for other special purposes. Our Evergreens are dug with liberal balls of earth about the roots and are securely wrapped with burlap. Most of these trees may be successfully transplanted every month of the year.

COLE'S 1935 FRIENDSHIP EVERGREEN OFFER

FOR purchases of Evergreens and Azaleas from this Folder (except mailing size) where four (4) plants are selected, deduct 75 cts.; for more than four (4), deduct 20 cts. per plant.

SHIPPING. Cole pays all carrying charges to Greater Cleveland and to Akron. Elsewhere, orders will be sent collect. Most of our plants are too large for Parcel Post. Perennials, Bulbs, Roses, etc. will be sent by Parcel Post if you include 15 cents per order additional.

Azaleas are the most useful and sensational flowering shrubs. They will thrive in shade as well as full sun. Azaleas prefer an acid soil and should always be planted with imported Peat Moss as a soil conditioner.

Japanese Azalea (*Azalea mollis*). A most hardy variety varying in color from crimson to deep orange, mailing size, Peat Balls, 75 cts. to 12-in., mailing size, Peat Balls, 75 cts. to 18-in., B&B, \$1.40 each. 1½ to 2 ft., B&B, \$2.50 each. Hinodegiri Azalea. Dwarf evergreen type with bright carmine flowers. 15 to 18 in., B&B, \$1.75 each. Cole's Finest Imported Peat Moss excellent for many garden uses. 3-bus. bag, \$1.00.



HINODEGIRI AZALEAS. \$1.75 to \$2.90 each

COLE'S policy for years has been to feature only those Roses which have proved their worth as to hardiness, strength of growth, and their blooming qualities. COLE'S Roses are selected for their exquisite form, delicate shadings of color, and delightful perfume.



AUTUMN. Colors of autumn forests. Profuse in bloom. Cole's Extra Grade, guaranteed, 90 cts. "A" Grade 60 cts.



NIGRETTE
U. S. Plant Patent No. 87
"The Black Rose of Sangerhausen"
Darkest of all Roses; deliciously fragrant; continuously in bloom; first offering. \$2 each, guaranteed

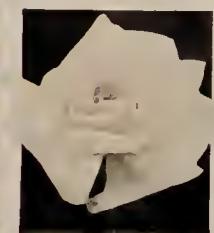
COLE'S "Forest City" COLLECTION

Every variety a Prize-Winner and each plant is labeled

TEN (10) Beautiful Roses Nos. 9 to 18 as illustrated

VALUE \$8.35

Cole's Extra Grade, guaranteed . . . only \$6.50
Cole's "A" Grade, value \$5.60 . . . only \$4.50



(12) Rev. F. Page-Roberts
Extra Grade, guaranteed . . . \$0.90
"A" Grade 60

(13) Etoile de Hollande
Extra Grade, guaranteed . . . \$0.75
"A" Grade 50

(16) Vaterland
Extra Grade, guaranteed . . . \$1.00
"A" Grade 70

COLE'S Shade Trees

Cole's Root-pruned Shade Trees are supplied by landscape gardeners and bailed for quick planting. They are only the best. Cole's method of spacing, which gives the trees ample room for proper development, is another reason for the ever-increasing demand for Cole's Shade Trees. Price-List or quotations on request.

HENRY NEVARD. New
The largest, most fragrant double red Rose we have ever known. 90c. each, guaranteed

COLE NURSERY SALES, Inc.

2910 Noble Road, CLEVELAND HEIGHTS

The Fairlawn Garden Store
AKRON, OHIO

5986 Ridge Road, PARMA

Immediate Service. Fresh Plants. Special Sales Each Week

This subsidiary company has installed our new Plant Display and Sales Gardens located for your convenience. They bring to your neighborhood for inspection and sale "Everything That's Good and Hardy." The stock is representative, mainly from Cole's 700 acres in Hinodegiri. Hardy evergreen plants are handled especially, offered to you full of their original life and vitality by trained, courteous nurserymen. We do not believe in the handling and dispensing of nursery stock through warm storerooms. The plan we have originated is new and is not to be confused with roadside stand sales yards. Come and visit one of these pleasant Display Gardens and see for yourselves the care that we take of "LIVING PLANTS" and the almost unbelievable values to be had. Phone orders are given immediate attention and quick, free truck delivery may be had on orders amounting to \$1.00 or more.



COLE'S Selection of EVERGREENS for Home Planting

Pititzer Juniper (*Juniperus chinensis pitzeriana*). Spreading, Gray-green.

12 to 15-in. spread, mailing size, Peat Balls, 50c. each; 90c. for 2

1½ to 2-ft. spread, B&B, \$1.40 each.

1½ to 3-ft. spread, B&B, \$1.90 each.

Irish Juniper (*J. communis hibernica*). Spire-like, Blue.

12 to 15-in. spread, mailing size, Peat Balls, 50 cts. each; 90 cts. for 2

1½ to 2-ft. spread, B&B, 90 cts. each.

1½ to 3-ft. spread, B&B, \$1.40 each.

Savin Juniper (*J. Sabina*). Fan type. Deep green.

12 to 15-in. spread, mailing size, Peat Balls, 50c. each; 90c. for 2.

1½ to 2-ft. spread, B&B, \$1.40 each.

2 to 3-ft. spread, B&B, \$1.90 each.

Black Hills Spruce (*Picea glauca albertana*). Dense.

1½ to 2-ft. spread, B&B, 90 cts. each. 2 to 3 ft., B&B, \$1.40 each.

Colorado Blue Spruce (*P. pungens glauca*). 9 to 12-in. mailing size, Peat Balls, 50c. each; 90 cts. for 2.

9 to 12-in. mailing size, Peat Balls, 50c. each; 90 cts. for 2.

Dwarf Mountain Pine (*Pinus mugo*). Spreading, Green.

10 to 12-in. spread, mailing size, Peat Balls, 50c. each; 90c. for 2.

1½ to 2-ft. spread, B&B, 90 cts. each.

1½ to 3-ft. spread, B&B, \$1.40 each.

Austrian Pine (*P. nigra*). Best green Pine.

15 to 18-in. mailing size, Peat Balls, 50c. each; 90 cts. for 2.

1½ to 2 ft., B&B, 90 cts. each. 2 to 3 ft., B&B, \$1.40 each.

Upright Japanese Yew (*Taxus cuspidata capitata*). Pyramid.

Sun or shade.

12 to 15-in. mailing size, Peat Balls, 50 cts. each; 90 cts. for 2.

1½ to 2 ft., B&B, 90 cts. each.

2 to 3 ft., B&B, \$1.25 each.

American Arborvitae (*Thuya occidentalis*). Pyramid.

1½ to 2 ft., mailing size, Peat Balls, 50 cts. each; 90 cts. for 2.

2 to 3 ft., B&B, 90 cts. each.

3 to 4 ft., B&B, \$1.25 each.

Globe Arborvitae (*T. occidentalis Woodwardii*). 9 to 12 in., mailing size, Peat Balls, 50 cts. each; 90 cts. for 2.

12 to 15 in., mailing size, Peat Balls, 50 cts. each; 90 cts. for 2.

1½ to 2 ft., B&B, 90 cts. each. 1½ to 2 ft., B&B, \$1.25 each.

Pyramidal Arborvitae (*T. occidentalis pyramidalis*). 15 to 20 in., mailing size, Peat Balls, 50 cts. each; 90 cts. for 2.

2 to 3 ft., B&B, 90 cts. each.

3 to 4 ft., B&B, \$1.25 each.

Hemlock (*Tsuga canadensis*). Upright; sun or shade.

1 to 1½ ft., mailing size, Peat Balls, 50 cts. each; 90 cts. for 2.

1½ to 2 ft., B&B, 90 cts. each.

2 to 3 ft., B&B, \$1.40 each.

THE COLE NURSERY CO. "Everything That's Good and Hardy" Painesville, Ohio

Flowering Trees and Shrubs

LILACS

Much of the difficulty in Lilacs not blooming is due to an acid condition of the soil. If this is the case, we advise the use of a small quantity of lime.

FRENCH HYBRIDS

We offer the best five varieties, especially selected for size, abundance of bloom, rare fragrance, and color.

Belle de Nancy. Double; pink.
Congo. Dark red.
Frau Bertha Dammann. Pure glistening white.
Gloire de Lorraine. Double; heavenly blue.
Michel Buchner. Double; pale lavender.

1 1/2 to 2 ft., 50c. each; 3 to 4 ft., 75c. each.
SPECIAL: 5 Lilacs (1 each of above), 50-ct. size, value \$2.50, for \$2.00. 5 Lilacs (1 each of above), 75-ct. size, value \$3.75, for \$3.00.

HYACINTH-FLOWERED LILACS

Absolutely new types. Rare sensations in the plant-world. These are far more exquisite than all old types, having broad foliage and mammoth trusses of deliciously perfumed flowers.

Claude Bernard. Clear mauve.
Descartes. Pinkish mauve.
Lamartine. Beautiful pale pink.
Strong. 3 to 4-ft. plants, \$1.50 each; \$4.00 for 3.

Japanese Orange Quince (*Cydonia japonica mauli*). A new superior variety of dwarf habit, flowers of which do not vary in color, but are of a bright orange-apricot usually found only in roses. 2 ft. 12 to 18 in., 75 cts. each.

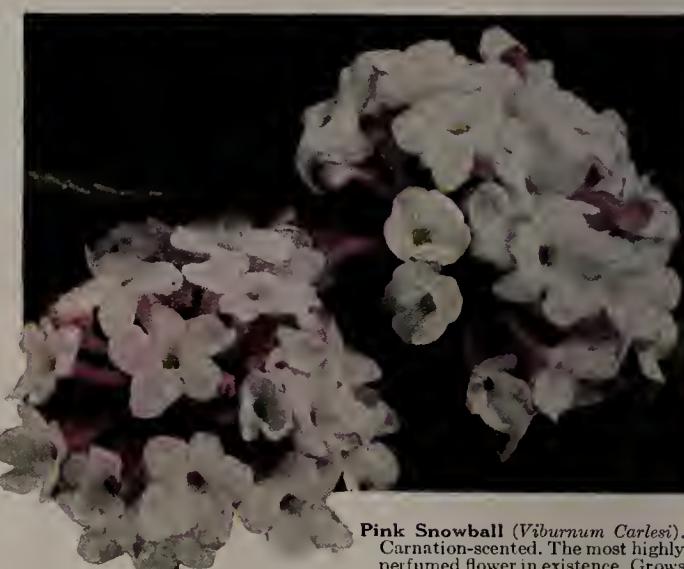
Cork Bush (*Euonymus alatus*). Novel shrub with square branches. Another marvelous feature is the brilliant fall coloring of the foliage, making it excellent for group plantings. 7 ft. 2 to 3 ft., 50 cts. each; 3 to 4 ft., 75 cts. each.

Beauty Bush (*Kolkwitzia amabilis*). The right name for this marvelous new shrub. Blooms in May and June, the bright pink flowers literally covering the bush. 4 ft. 1 1/2 to 2 ft., 35 cts. each; 2 to 3 ft., 50 cts. each.

Purple-leaf Plum (*Prunus cistena*). A new ornamental dwarf tree with brilliant reddish purple foliage. Wonderful for varying the color of your garden. 3 to 4-ft. specimens, 65 cts. each.



FRENCH HYBRID LILACS



Pink Snowball (*Viburnum Carlesii*). Carnation-scented. The most highly perfumed flower in existence. Grows to a height of 4 feet. Flowers profusely in May and June. 10 to 15-in. mailing size, Peat Balls, 50 cts. each; 90 cts. for 2. 1 1/2 to 2 ft., B&B, \$1.25 each.



Double Everblooming Mock-Orange (*Philadelphus virginale*). Grows to height of 6 feet. Cole's Extra Grade, 50 cts. each; Cole's A Grade, 35 cts. ea.



Blue Cranberry Bush (*Viburnum cassinoides*). Beautiful, large, glossy foliage of leathery texture. Panicles of white bloom in June, followed by berries, first red, then orange and pink, finally turning to blue, which are retained far into the winter. 1 1/2 to 2 ft., 50 cts. each; 2 to 3 ft., 75 cts. each.



DOUBLE PINK-FLOWERING ALMOND

Double Pink-flowering Almond. A burst of glory with its dazzling jewel-like flowers completely covering the fine, graceful branches. Grows to an ultimate height of 3 feet. 1 1/2 to 2 ft., 50 cts. each; 2 to 3 ft., 70 cts. each.

Bechtel's Double-flowering Crab (*Malus ioensis plena*). Compact, dwarf tree with large leaves and immense double pink flowers in May. 1 1/2 to 2 ft., 40 cts. each; 3 to 4 ft., 75 cts. each.

Red-flowering Dogwood (*Cornus florida rubra*). A dwarf tree of unusual beauty and charm. Flowers are rosy red, followed in fall by a wealth of bright red berries. The White-flowering variety also may be supplied. 2 to 3 ft., B&B, \$1.50 each.

POPULAR HEDGE PLANTS

These varieties are so well known that descriptions or pictures are unnecessary. Cole's Hedge Plants are heavy, well-branched, select stock, not to be confused with the usual mail-order or over-the-counter grades which are usually not even half as strong.

Not less than 10 plants at these prices.

California Privet. 12 to 18 in., 4 cts. each.

Hardy California Privet (*Ligustrum Ibolium*). 1 1/2 to 2 ft., 8 cts. each; 2 to 3 ft., 11 cts. each.

Japanese Barberry. 12 to 18 in., 10 cts. each; 1 1/2 to 2 ft., 16 cts. each.

Red-leaved Japanese Barberry. 12 to 18 in., 14 cts. each; 1 1/2 to 2 ft., 22 cts. each.



Golden Fantasy (*Hypericum Arnoldianum*). New. Dwarf shrub, beset with flowers of the shimmering elegance of old gold. Wonderful for low borders or rock-gardens. 12 to 18 in., 50 cts. each; 1 1/2 to 2 ft., 75 cts. each.



Coral-Bell Honeysuckle (*Lonicera bella rosea*). Far surpassing the old Tatarian types. Flowers are a delicate pink, followed by beautiful red berries in fall. 2 to 3 ft., 35 cts. each; 3 to 4 ft., 50 cts. each.

Our brief descriptions above indicate the approximate height at maturity and the blooming period.

Complete Price-List (Everything That's Good and Hardy), listing one of America's most complete lots of plants, free on request. Also booklet on "How to Make Things Grow."



Flowering Shrubs

Red Weigela, Eva Rathke. 4 ft. Everblooming.

Pink Weigela (W. rosea). 6 ft. May.

Bridal Wreath (Spirea prunifolia). 6 ft. May.

Red Dwarf Spirea, Anthony Waterer. 3 ft. Everblooming.

Billiard Spirea. Pink. 5 ft. May.

White Spray Spirea (S. Thunbergii). 5 ft. May.

Korean Bridal Wreath. New. White. 6 ft. May.

Golden Bell (Forsythia suspensa). 7 ft. April.

Magnificent Deutzia. New. 7 ft. May.

Slender Deutzia. Dwarf. 3 ft. May.

Coral Berry (Red Snowberry). Improved. New. 5 ft.

Snowberry. White berries. 5 ft. May.

All above varieties, as well as hundreds of other Shrubs from our immense assortment, are priced as follows:

Cole's Extra Grade, 50 cts. each; \$1.25 for 3

Cole's A Grade, 35 cts. each; 90 cts. for 3

Each Extra Grade Shrub is an especially select, large-size Specimen.

Cole's A Grade Shrubs are guaranteed to be as strong or stronger than any others at the same price.

Add to your order any Shrub or Vine which you desire, whether or not it is listed here, specifying your choice—Extra Grade or A Grade—at prices above noted, and in almost every instance we will be able to accept your order at these prices and guarantee value received. Complete Price-List on request.



SILVER LACE VINE (*Polygonum Auberti*)

VINES

Polygonum Auberti. Silver Lace Vine or Chinese Fleecy-vine. A comparatively new introduction. Being a remarkably fast grower, it will cover a trellis in the first season. During later summer and fall it is covered with fleecy white flowers and makes a most striking effect.

Mail-order size, 50 cts. each

Strong, 2-yr. grafted plants, 75 cts. each

Boston Ivy (Ampelopsis tricuspidata). A most beautiful vine for covering brick, stone, wooden walls, or trees. Once established it will grow rapidly and cling to any surface. The foliage is olive-green, turning in late summer to various shades of crimson.

Strong, 2-yr. plants, 35 cts. each

Honeysuckle Vine (Lonicera japonica Halliana). Everybody knows this famous, strong-growing vine with practically evergreen foliage. The yellow blooms are borne in huge masses and are highly fragrant.

Strong, 2-yr. plants, 35 cts. each

Clematis paniculata. White. 35 cts. each.

CANDOKA. U. S. Plant Patent No. 51

The Fuzzless Peach. The most sensational fruit discovery in the last century. Trees are strong-growing and the fruit has a pleasing sweet flavor and is stone-free. The deep yellow to flaming red coloring on the smooth skin, free from any fuzz or down, makes this truly the Peach with "The Skin You Love to Touch." 4 to 6 ft., \$1.00 each; \$8.00 for 10; \$16.25 for 25; \$27.50 for 50.

Complete Catalogue listing our immense assortment of Fruits free on request.